

Only 5 Days More
of Our

GREAT MID-SEASON SALE

Hundreds have already taken advantage of this sale and the opportunity offered to supply their summer wants. Many have come for miles, some from remote parts of Marion and Polk counties, attracted by the mighty magnet of prices, finding

Every Article Just as Advertised

Just half of our sale is past. The best half is yet to come. As the days go by the crowds grow larger and the interest grows more intense. The popularity of our sale is evidenced in the enthusiasm of our thousands of patrons, many of whom come again and again, finding both pleasure and profit thereby.

If You Have Not Yet Supplied Your Wants, Do It Now

FOR ONE MORE WEEK
10,000 yards Apron Gingham, regular \$ 1-3c and 10c quality, will go at
5c

FOR ONE MORE WEEK
Two cases heavy muslin Pillow Cases, regular 20c values, ready for use, go at
10c

FOR ONE MORE WEEK
36 inch Shepherd Check, the popular skirt material, regular 50c value, go at
23c

FOR ONE MORE WEEK
Bleached Table Linen, standard width and good weight, regular 50c, go at
25c

FOR ONE MORE WEEK
Genuine Pongee, our own importation, regular 75c seller, will go at
39c

FOR ONE MORE WEEK
A. F. C. Dress Gingham, plaids and stripes, regular 12½c and 15c, go at
8 1-3c



Ready to Wear

The unprecedented business in this department for the first five days of our sale has been due, in a great measure, to the fact that we are showing not only THE GREATEST VALUES, but the most varied assortment of STYLISH SPRING SUITS ever brought to Salem.

Our suits represent the last word in designers' art while the SALE PRICES put them within the reach of all. Regular \$10.00 and \$12.50 now go at

\$4.50

Regular \$15.00 and \$17.50 now go at

\$9.90

Regular \$20.00 and \$25.00 now go at

\$12.90

CHILDREN'S DRESSES and COATS

Children's Dresses, made of Percales or Madras, nicely trimmed in wash braids, desirable patterns, just the thing for school or play, come in all sizes from 4 to 14 years. Regular prices up to 75c and \$1.00 are now

49c

Children's Spring Coats of serviceable Shepherd Plaids, ages 2 to 4. Regular price was \$2.50 and \$3.00, are now

\$1.45



FOR ONE MORE WEEK
Ladies' Waists and Middy Blouses, regular 75c and up to \$1.00, will go at
25c

FOR ONE MORE WEEK
Children's Summer Coats, in Shepherd Checks, ages 3 to 6, regular \$2.50 and \$3.00, will go at
\$1.45

FOR ONE MORE WEEK
Ladies' House Dresses, nicely trimmed, regular \$1.50 and \$1.75 values, will go at
75c

FOR ONE MORE WEEK
500 Ladies' and Children's Straw Hats, values 50c, 75c and up to \$1, will go at
10c

FOR ONE MORE WEEK
One hundred Ladies' Duck Suits, colors white, regular values up to \$5.00, will go at
\$1.98

FOR ONE MORE WEEK
27 inch Emb. Flouncing, fine assortment of patterns, regular 50c and 75c values, will go at
25c



Spring Coats

We are showing a beautiful line of new Spring Jackets in latest colors, styles down to the hour. Our BALMACAN jackets are the talk of the town. The chic, swagger, artistic designs of our garments give them an individuality unequalled outside of our store. See our elegant assortment and get our MID-SEASON SALE PRICE. Regular \$7.50 and \$18.50 are now

\$4.95

Regular \$10.00 to \$12.50 are now

\$6.90

Regular \$15.00 to \$17.50 are now

\$8.90

Millinery Department

These are busy days in this department. Hundreds of Patterns and ready trimmed Hats of every shape and color, trimmings of flowers, wreaths or ribbons of every imaginable color. The most extensive line shown in Salem this season.

Regular \$1.50 and \$2.00 are now
98c

Regular \$2.50 and \$3.00 are now
\$1.48

Regular \$3.50 and \$4.00 are now
\$1.69



FOR ONE MORE WEEK
Ladies' Panama Hats, this season's craze, regular \$2.50 and \$3.00, will go at
\$1.69

FOR ONE MORE WEEK
Ladies' fine Kid Shoes, all sizes, the regular \$2.50 and \$3.00, will go at
\$1.49

FOR ONE MORE WEEK
Ladies' 10-button length Lisle Gloves, sold at 50c and 75c everywhere, will go at
25c

FOR ONE MORE WEEK
Full sized bleached Sheets, ready for use, sold regular at 65c and 75c, will go at
49c

FOR ONE MORE WEEK
Men's Dress Shirts of Percale or Madras, regular \$1.25 and \$1.50, will go at
98c

FOR ONE MORE WEEK
'Boys' Blue Overalls, ages 10 to 12 years, regular 35c to 50c sellers, will go at
19c

ATTEND THE GREATEST SALE OF OUR CAREER

The Sensational Slaughter of Prices Has Had the Desired Effect.

FOR ONE MORE WEEK
50 dozen Huck Towels, hotel size, hemmed ready for use, regular 12½c, go at
8 1-3c

FOR ONE MORE WEEK
36 and 40 inch Bungalow Curtains, nets, col. border, regular 18c and up to 25c, go at
12 1-2c

FOR ONE MORE WEEK
Full sized Blankets, heavy woolen, regular \$1.50, \$1.65 and \$1.95, go at
98c



Boys' Clothing and Furnishings

In our boys' department are many interesting items. Parents will do well to take a look before buying. Our line of boys' clothing offers rare bargains.

Boys' Suits up to \$3.50 are now
\$1.98

Boys' Suits up to \$6.50 are now
\$2.95

Boys' Summer Union Suits, regular 50c and 75c, are now
25c

Boys' Overalls
19c

FOR ONE MORE WEEK
Ladies' Combination Suits of fine Cambric, sold regular at \$1.25, \$1.50, will go at
69c

FOR ONE MORE WEEK
Ladies' Corset Covers, lace or emb. trimmed, regular 50c and 65c values, will go at
25c

FOR ONE MORE WEEK
Ladies' Long Corsets, all sizes, white only, regular 85c and \$1.00, will go at
49c

Men's Furnishing Goods

We have, perhaps, the strongest line of Men's Furnishing Goods that is to be found, especially in the staple medium priced grades. Our Work Shirts, made of heavy twilled Cheviots, are now

39c



Men's fine Dress Shirts of Percale or Madras, regular 85c and \$1.00 values, are now
50c

Men's Summer Balbriggan Underwear, sold elsewhere at 35c to 50c regularly, are now
23c

FOR ONE MORE WEEK
Men's Trousers, made of heavy Cheviots and Cassimeres, values to \$2.00, will go at
98c

FOR ONE MORE WEEK
Leather bound, Jap. Rattan Suit Cases, regular size, sold regular at \$1.50 and \$2.00, will go at
98c

FOR ONE MORE WEEK
Men's Suits of Cheviots, Cassimeres and Worsteds, regular \$8.50, \$10.00 and \$12.00, will go at
\$4.95

That the last half of our sale may surpass the phenomenal business of the first, the price cutting knife goes still deeper. In every department there are to be found hundreds of bargains defying all competition. Come tomorrow.

STORE OPENS DURING
THIS SALE AT 9 A. M.

THE CHICAGO STORE

FIVE MORE DAYS
CLOSING SATURDAY
AT 9 P. M.